

**Subject:** Fwd: Banners on Melrose

**From:** Denis Weintraub

**Date:** 04/19/2016 09:53 AM

**To:** Darnell John <john.darnell@lacity.org>, "duckworth.donald@gmail.com" <duckworth.donald@gmail.com>

Here John is the e-mail I received from Don who told me he was going to reach out to you. It's such a shame we're spending good money to spruce up & brand the area & now most of our banners have been replaced by UCLA Extension on the area Fairfax to La Brea. We haven't even had permission to put them up between LaBrea & Highland yet. Thanks & need yours & Paul Koretz's help on this one ASAP.

Deny Weintraub  
President  
Melrose BID

Sent from my iPhone

Begin forwarded message:

**From:** Donald Duckworth <[duckworth.donald@gmail.com](mailto:duckworth.donald@gmail.com)>

**Date:** April 11, 2016 at 10:03:52 PM PDT

**To:** Donald R Duckworth <[duckworth.donald@gmail.com](mailto:duckworth.donald@gmail.com)>

**Subject:** Fwd: Banners on Melrose

Aw shit... I had hoped we were beyond this. It looks like an out of touch City staff needs better policy guidance in order to support the BID. I think this should be a "no brainer" for the City Council. I'm asking my fellow LA area BID executive directors for their input. At the same time I wanted to advise the BID Board of this issue and the possibility that it will be on your next agenda.

There is not enough City staff to do everything that needs to be done. One solution is to ask them to do less. City permits for street pole banners should not be required in BID areas. The BIDs should be empower to approve the banners. Less work for City staff. Everyone benefits.

Branding is a BID's stock in trade. Without it we are severely handicapped in revitalizing our business districts.

----- Forwarded message -----

From: **Donald Duckworth** <[duckworth.donald@gmail.com](mailto:duckworth.donald@gmail.com)>

Date: Mon, Apr 11, 2016 at 9:21 PM

Subject: Re: Banners on Melrose

To: George Livermore <[GeorgeL@dekra-lite.com](mailto:GeorgeL@dekra-lite.com)>

Thanks for the heads-up George.

The Melrose BID and the City are partners in revitalizing the Melrose business district. It makes no sense that City staff / City banner policies are interfering with our effective branding of the BID area. Effective branding is a significant part of the opportunity / enhancement that BIDs bring to their respective business districts. This is true for the Melrose BID area and every other BID area in the City of Los Angeles. City policy should be revised.

Can you provide me with the specific language changes in existing City policy that are needed to empower local BIDs and their individual branding efforts? Shouldn't pole banners within all BID areas be made available to the each BID, subject to Council Office approval, without additional City permit, for the term of the BID? I would like to seek a change in City policy and believe that other City BIDs will join in this effort. What City policy language would best allow us to effectively brand our areas for long term success?

I'm looking forward to hearing from you tomorrow. Thank you!

On Mon, Apr 11, 2016 at 12:10 PM, George Livermore <[Georgel@dekra-lite.com](mailto:Georgel@dekra-lite.com)> wrote:

Don,

Bad news, due to the current permitting structure at the BSL we have to remove all the Melrose banners

The current program only gives us 1 original permit and then 4 renewals for 90 days each which we have used up. Since we are the current permit holder we cannot re apply until our current permit expires. However other entities can apply and reserve the poles so somebody else has them reserved.

This is the new program from the BSL and it is not user friendly, we are trying but it seems the BSL does not like to make things easy or use any common sense with the new banner permitting program.

At this time we are attempting to re permit the locations that are currently available . Kind of a waste of time and money as we have to apply for new permits with additional fees, labor to remove and reinstall the banners.

City council needs to get the BSL to work for the local BID's and not so hard against them.

I will keep you updated as we try to secure new permits

**Respectfully,**

**George Livermore**

**Sr. Account Executive**

Dekra-Lite Industries, Inc.

3102 W Alton Ave.

Santa Ana, CA 92704

Cell [714-697-5993](tel:714-697-5993)

[800-436-3627x 254](tel:800-436-3627x254)

[georgel@dekra-lite.com](mailto:georgel@dekra-lite.com)

**Connect with Us:**



[dekra-lite.com](http://dekra-lite.com)

icsc2016



DL\_employeeOwnedsig



**P** please think about the environment before you print this email

CONFIDENTIALITY NOTICE: This transmission is intended only for the party to whom it is addressed and may contain privileged and confidential information. Any unauthorized use, dissemination or copying of this transmission is prohibited. If you have received this transmission in error, please notify us immediately by telephone, return this transmission and delete or destroy any copies, digital or paper.